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ABSTRACT

This how-to guide and resource book is designed to help in planning educational and training programs for adults in settings from the corporate sector to educational organizations. Chapters 1-3 lay the groundwork for the rest of the guide by introducing the 12-component Interactive Model of Program Planning. Chapter 1 describes adult programs and discusses planners, sponsors, purposes, outcomes, and program planning models. Chapter 2 presents an overview of the model, basic assumptions on which it rests, its sources, and users. Chapter 3 addresses using the model: identifying personal beliefs about program planning, developing upfront parameters, determining which model components and tasks to use, and using technology in program planning. Chapters 4 through 15 each explain one model component and give practical tips and ideas related to concrete tasks within the component. These are the model components: discern the context; build a solid base of support; identify program ideas; sort and prioritize program ideas; develop program objectives; design instructional plans; devise transfer-of-learning plans; formulate evaluation plans; make recommendations and communicate results; select formats, schedules, and staff needs; prepare budgets and marketing plans; and coordinate facilities and on-site events. Each chapter concludes with highlights and application exercises. Chapter 16 revisits the model. Appendixes include 301 references and an index. Contains 9 figures, 40 exercises, and 73 exhibits.) (YLB)

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